

Hygain® - CRM Marketing Manager

Job Title: CRM Marketing Manager
Reporting to: Marketing Manager
Hours: Full Time Position

The Hygain Group is Australia's leading equine feed manufacturer. The company comprises two key Brands, Hygain and Mitavite, both showcasing industry leading feed products to suit the nutritional needs of all horse types and working conditions to clients both nationally and internationally. As industry leaders the Hygain Group use both existing and emerging nutritional and manufacturing technologies to deliver the highest standard of quality products & services to our clients. As a result of business growth, we are currently seeking an experienced Digital Marketing Specialist to join our marketing team.

With a focus on growing our digital presence and providing engaging content, this newly created role reports to the Marketing Manager and is suited to an individual with previous digital marketing experience. You will have an innate passion to be innovative and creative and be willing to contribute new ideas and engaging content that resonates with our customer base. With a strong aptitude for open communication and team collaboration, you will be working closely with the Marketing Manager, other marketing team members and internal stakeholders to produce engaging content across our multimedia platforms whilst managing our Salesforce CRM database and Marketing Cloud.

As a newly created position, this is a unique opportunity for the right person to develop this role. We are looking for someone who can take initiative, work collaboratively and assist in driving this key area of the business.

- Conduct consumer analysis, competitor reviews and market intelligence to segmentation and business growth opportunities through Data and set measurable campaigns to achieve business objectives
- Work with the team to define and manage the CRM requirements of the AUS and NZ Marketing Plan to achieve agreed targets and budgets
- Manage the Salesforce CRM and Salesforce Marketing Cloud database and platform.
- Defining and managing the Loyalty Program and overall CRM across all brands and channels to achieve agreed targets and budgets.
- Manage the overall Customer Experience to agreed targets for all Marketing Campaigns in the Integrated Calendar
- Measure all activity against agreed targets and delivering reportable metrics into the agreed monthly report by the due dates
- Seek out current digital trends and emerging technologies and make recommendations on how Hygain can leverage
- Manage the CRM Marketing Coordinator

Apply to dnielsen@hygain.com.au